Publishing an academic monograph

KEY TO CAPTIONS

- Tasks undertaken by the publisher
- Tasks undertaken by the author
- Tasks undertaken by other academics

ASSET MANAGEMENT & STANDARDS

- **METADATA**
  - Create metadata using the appropriate standards (ONIX, for example) and ensure the book has a CIP (Cataloguing in Publishing) bibliographic record
- **ISBNs BICs DOIs**
  - Ensure the book is assigned appropriate ISBNs and DOIs for the various formats and complies with BIC (Book Industry Communication) standards
- **ARCHIVING AND LEGAL DEPOSIT**
  - Ensure the book is archived with the appropriate organisation - for example, LOCKSS (Lots Of Copies Keeps Stuff Safe) or Portico - and is made available to legal deposit libraries
- **GRANT COMPLIANCE**
  - Ensure the book's publication is compliant with standards required by any grant making bodies whose funding supported the research
- **PUBLISHER MANAGEMENT SYSTEMS**
  - From any point from initial proposal, ensure the book enters publisher asset management systems to ensure an efficient process for publisher and author

MARKETING

- **IDENTIFY MARKETS**
  - Complete publisher marketing questionnaire, secure endorsements for the book
- **PRE-PUBLICATION MARKETING**
  - Create entries for publisher website and optimise for search engines, create content and produce catalogue, create adverts
  - Supply information for and approve marketing copy
- **POST-PUBLICATION MARKETING**
  - Arrange book launch, attend conferences to drive face-to-face sales, re-market backlist books using reviews
  - Arrange book launch and other events to promote the book, attend and present at conferences to raise awareness
- **REVIEWS**
  - Review another author's book
  - Co-ordinate review copies, solicit reviews and nominate books for prizes
  - Solicit reviews
- **ONLINE MARKETING**
  - Manage mailings and e-alerts, promote book on social media
  - Promote book on social media

EVALUATION OF PERFORMANCE

- **EVALUATE PERFORMANCE**
  - Collect and analyse data on book's performance including, for example, sales, downloads and usage information
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DISTRIBUTION

- **EBOOKS**
  - Manage ebook platform and upload the book
- **VENDOR SUPPORT**
  - Send advanced information to vendors, manage bibliographic data feeds and add files and metadata to CoreSource
- **PRINT BOOKS**
  - Manage stock control, reprints and pulping

LEGAL

- **TEXT RIGHTS**
  - Secure rights to reprint text from other works, in print and electronic format
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- **CONTRACT**
  - Negotiate and agree contract
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- **IMAGE RIGHTS**
  - Secure rights to reprint images, in print and electronic format
  - Secure rights to reprint images, in print and electronic format
- **USER LICENCES**
  - Agree and implement user licences, outlining user rights (especially for electronic content)
- **RIGHTS EXPLOITATION**
  - Negotiate any further use of the book - for example, translations, film adaptations etc.
- **SALES NEGOTIATIONS**
  - For both digital and wholesale third party vendors
- **POST-PUBLICATION LEGAL ISSUES**
  - Deal with any legal issues that may arise after publication
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FINANCIAL

- **PAY FOR IMAGES**
  - Pay any costs associated with reusing images in the book
- **ACLS/PLR REGISTRATION**
  - Register with the Authors' Licensing and Collecting Society (ACLS) and the Public Lending Right scheme (PLR) to ensure royalties are calculated correctly
- **PRICE BOOK**
  - Set the initial price of the book, finalise before launch alongside the print run, and review this periodically after launch
- **PAY ROYALTIES**
  - Calculate royalty levels and co-ordinate payments on a regular basis
- **ACCOUNTING AND AUDITING**
  - Ensure that the business is run according to legal accounting practices

BOOK PROPOSAL

- **INITIAL BOOK PROPOSAL**
  - Write the initial proposal, perhaps including sample chapters and an overview of the book's content
  - Participate in conferences, visit academics and engage with a discipline to secure high-quality proposals for books
  - As series editors, participate in conferences, visit universities and seek high-quality proposals for books
- **IDENTIFY MARKET**
  - Identify potential markets for the proposed book, including estimations of sales
- **IMPROVE PROPOSAL**
  - Support the author to improve the book by, for example, co-ordinating external peer review or positioning the book more appropriately within the field
  - Respond to publisher's comments on the initial proposal
  - Peer review book proposal
- **SIGN-OFF ON FINAL BOOK PROPOSAL**
  - If members of the publisher's editorial board or on the editorial board of a series, sign off on the book proposal
  - Secure internal support for the book proposal through established channels to proceed to the commissioning stage

PRODUCTION

- **COVER DESIGN**
  - Liaise with designers to produce and refine a cover for the book
  - Contribute to the design process (for example, sourcing images) and approve final cover design
- **COVER TEXT**
  - Write blurb and author information
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- **REPRINTS AND POD**
  - Manage reprints, printing in new formats (e.g. paperback) and print on demand, if this is used
- **PRODUCE THE BOOK**
  - Create both print and electronic versions of the book
- **INDEXING**
  - Create an index for the book
- **TYPESET, DESIGN AND IMAGE PROCESSING**
  - Lay out the book using appropriate software, including processing images ready for print and electronic production
- **PRODUCTION QUALITY**
  - Negotiate with the publisher to agree standards for the book

REFINE STYLE AND APPEARANCE

- **INITIAL AUTHOR GUIDANCE**
  - Create and supply guidance to authors including, for example, house style
- **COPYEDITING**
  - Copyedit the final text
- **PROOF READING**
  - Proof read the final text
- **FINAL PROOFS**
  - Create final proofs of the book
  - Approve the final proofs of the book

INTELLECTUAL CONTENT OF THE BOOK

- **RESPOND TO PEER REVIEW**
  - Digest, unpick and feed back peer reviewer comments to authors, work with authors to improve the text
  - Revise text in the light of peer review comments
- **PEER REVIEW**
  - Peer review full text, as a peer reviewer or possibly as a series editor
  - Identify appropriate peer reviewers
  - Identify appropriate peer reviewers
- **PROOF READING**
  - Proofread the initial draft
- **IDENTIFY ADDITIONAL CONTENT**
  - For example, appropriate figures, graphs, images, quotations
- **DRAFT BOOK**
  - Write the initial draft of the book